

Message Text

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TAGS: BTRA, AS

SUBJ: TRAVEL USA PROGRAM: THE SYDNEY TRAVEL INFORMATION CENTRE

1) POST SEEKS INITIAL ADVICE AND GUIDANCE ON EXTENT AND LEVEL OF ASSISTANCE THAT CAN BE RENDERED TO SUBJECT ORGANIZATION WITH VIEW TO ULTIMATELY INCREASING TRAVEL TO THE U.S.

2) THE SYDNEY TRAVEL INFORMATION CENTRE (STIC) WAS OFFICIALLY OPENED DECEMBER 1974 BY N.S.W. PREMIER T.L. LEWIS. A PRIVATE ENTERPRISE (WTDR IN PREPARATION), STIC IS A NEW, UNIQUE AND HIGHLY SOPHISTICATED COMPUTERIZED CONCEPT DEvised TO STIMULATE TRAVEL PROMOTION. THE ORGANIZATION BASICALLY FUNCTIONS AS A SALES AID FOR TRAVEL AND RELATED INDUSTRIES. IT IS A TOTALLY CONSUMER ORIENTED PROGRAM TO MOTIVATE INCREASED PURCHASE OF TRAVEL TO ALL WORLD DESTINATIONS. THE FACILITY IS WHOLLY SUPPORTED BY TRAVEL EXHIBITORS, GOVERNMENT TOURIST BODIES, AIRLINES, RAILWAYS, SHIPPING AND BUS COMPANIES. IT IS A FREE INFORMATION SERVICE AVAILABLE TO THE PUBLIC CONSTANTLY SEEKING NEW TRAVEL IDEAS. THE PROGRAM IS EXPECTED TO BE FULLY OPERATIVE BY APRIL THIS YEAR. AN ANNUAL TRAFFIC TURNOVER OF 250,000 IS ENVISAGED.

3) POST INTERESTED IN PARTICIPATING IN PROMOTION ON BEHALF OF U.S. INTERESTS TO EXTENT POSSIBLE IN VIEW OF TRAVEL USA CCP. OPPORTUNITY TO SELL U.S. TOURISM EVIDENT AND SHOULD BE EXPLOITED, PARTICULARLY IN FACE OF MANY OTHER COMPETITIVE COUNTRIES ALREADY ACTIVELY INVOLVED. SINCE CLOSURE OF USTS OPERATIONS IN AUSTRALIA
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OPPORTUNITIES FOR MEANINGFUL TRAVEL USA PROMOTION HAVE DIMINISHED CONSIDERABLY. IN AN EFFORT TO AID INCREASING LOCAL TRAVEL INDUSTRY AND PUBLIC DEMANDS, POST MOST ANXIOUS TO CULTIVATE ANY AREA OFFERING WORTHWHILE SERVICES.

4) VINCENT SALEM, MARKETING DIRECTOR OF STIC, IS PLANNING A BUSINESS TRIP TO THE UNITED STATES WITHIN NEXT SEVERAL WEEKS TO TRY AND ELICIT U.S. SUPPORT FOR SYDNEY OPERATION. A SPONSOR IS REQUIRED TO ENABLE THE UNITED STATES TO BE REPRESENTED IN THE STIC PROGRAM. IT IS IN THIS AREA THAT POST DESIROUS TO ASSIST. MR. SALEM WILL BE LARGELY OPERATING FROM CALIFORNIA AND HAWAII. TO WHAT DEGREE IS DEPARTMENT ABLE TO FACILITATE THIS VISIT BY WAY OF ARRANGING APPROPRIATE TOURIST AND/OR TRAVEL ORIENTED CONTACTS FOR MR. SALEM? IS THERE ANY WAY AT ALL USTS AND/OR USIA UNDER CURRENT STRINGENT OPERATIONS IS ABLE TO OFFER SOME GUIDANCE AND ASSISTANCE, OTHER THAN MONETARY, TO HELP GET THIS PROGRAM OFF THE GROUND? MR. SALEM IS AWARE OF RIGID LIMITATION.

5) THE FOREIGN BUYER PROGRAM HAS OFFERED EXCELLENT SUPPORT ON PREVIOUS OCCASIONS BUT SINCE THIS IS A SLIGHTLY REVERSE PROGRAM, POST WAS UNDECIDED AS TO HOW AND WHERE ASSISTANCE COULD BE SOUGHT. IN VIEW OF PENDING FURTHER NEGOTIATIONS WITH STIC, DEPARTMENT'S EARLY RESPONSE TO POST'S INQUIRY WOULD BE VERY MUCH APPRECIATED.

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